

Editorial Index: 1981

Index of Marketing & Media Decisions for 1981, arranged by subject and content, and including feature articles, regular columns and departments. This supplements indices published yearly; copies are available from Decisions.

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Sheldon Taule — Prestige by association — Some magazines, by their nature, can develop prestige. May p. 100.

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January — Dave Van Allen, vice president, general manager consumer products U.S.A., Corning Glass Works, Corning, NY

February — Jay Chiat, president, Chiat-Day, Los Angeles

March — Jim Walsh, advertising manager, Merrill, Lynch, Pierce, Fenner & Smith, New York

April — J. Wesley Rosberg, senior vice president, administration, Meldrum & Fewsmith, Cleveland

May — Terence J. Fox, president, Iroquois Brands, Greenwich, CN

June — Don Creamer, chairman/chief executive officer, and Harold Strauss, chief operating officer, Creamer, Inc., New York

July — Sid Sax, director of advertising and corporate communications, Ryder Truck Rental, Miami, FL

August — Arnie Semsky, senior vice president, director of media and network programming services, BBDO, New York

September — Marian Lockett-Egan, advertising media manager and vice president, ScottCom (Scott Paper Co.), Philadelphia

October — Kelly O'Neill, president, Gardner Advertising, St. Louis

November — Martin Orlowsky, director of marketing services, R.J.

Reynolds Tobacco Co., Winston-Salem, NC

December — Marcella Rosen, senior vice president, media director, NW Ayer, New York

placement — Cable will not cause defections from the ranks of magazine readers. Oct. p. 92.

Madeline Nagel — The man and his donkey — General magazine presentations do not sell as well one tailored to a specific product/client. Nov. p. 84.

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Facing the challenge of the 1980's — With "news" now available from many media sources, how will newspapers overcome the lost readership problem. Feb. p. 80.

New Burke study: big plus for inde-

pendents (tv stations). Mar. p. 90.
Radio: the hot medium lacks data to fire advertisers up. Apr. p. 82.
Creative input needed to sell print and radio. May p. 80.

Media research in the Soviet bloc — Some interesting media research is being done behind the Iron Curtain. June p. 82.

Revitalizing the media department: problems and opportunities. July p. 164.

More news: Is it really good news? — Failure of access time programming could lead to more news programs. Aug. p. 82.

More disciplines in media mix — How Simmons media imperatives can be used to improve media mixes. Sept. p. 82.

Viewing by non-tv owners: findings and implications — Some non-owners view more than owners. Oct. p. 82.

Shouldn't magazine readership be defined more realistically — The problem is being treated as a joke but it isn't funny. Nov. p. 82.

The changing face of tv in the 1980's. Dec. p. 74.

NEWSPAPERS

Feast for gourmet marketers — Magazines are most popular medium but newspapers have a place too. Jan. p. 62.

Fixed sized ads off and running. Jan. p. 147.

Newsplan discounts making waves. Jan. p. 148.

Preprints are clipping along — Use of four-color, free-standing inserts tripled during the past decade. Jan. p. 64.

Newspapers' national thrust — There is an important lesson in the recent move of national advertisers to newspapers (ATSI — Ostrow). Jan. p. 86.

Reach and frequency — How newspapers fit in. (ATSI — Samuels). Jan. p. 101.

How shoppers read newspapers. Jan. p. 160.

Acceptance of standard sizes. Feb. p. 17.

Facing the challenge of the 1980's — With "news" available from many media sources, how will newspapers overcome the lost readership problem (Medioly — Papazian). Feb. p. 80.

Industry gears for standard ad units — The standardization to 25 sizes should make the medium easier to buy (Roundtable). Mar. p. 59.

Frozen foods blitz hits 193 newspapers — Co-op effort for 64 brands. Mar. p. 116.

Get ready for the video publishing explosion — At least a dozen consumer publishers are experimenting. Apr. p. 59.

Taking off with PEOPLEexpress — New regional airline is getting off the

ground with a \$5 million dose of newspaper and radio. June p. 74.

Creamer's media mix — How newspapers are used for McDonald's. June p. 153.

Brand leaders in newspapers — June p. 155.

Newspaper ads score with UPC — Universal Product Code scanners are recording sales before and after products are featured in newspaper ads. July p. 48.

Rich but no easy mark — Advertisers are preparing inserts and preprints to be distributed by college newspapers. Aug. p. 110.

Rockwell's day-after space shuttle coup — Fast closing media were choice and newspapers and magazines got the nod. Aug. p. 70.

Out, damn spot — Jeffrey Martin Inc.'s media strategy is to infiltrate every segment of the marketplace through newspapers and a variety of other media. Aug. p. 76.

PM papers' new forte is in the suburbs — Study of the position of afternoon newspapers. Sept. p. 126.

One-order, one-bill plan stalled. Sept. p. 28.

Few links drawn between folding of afternoon newspapers. Sept. p. 32.

How ScottCom takes charge of newspapers — Scott Paper Co. spends its large newspaper budget through an in-house agency. Sept. p. 59.

The story behind the Camel scoreboard — Innovative plan to dominate newspaper page with ads wrapped around sports scores. Sept. p. 66.

Kodak's copier focuses on business publications — But newspapers play an important role in introduction of Ectaprint copier. Sept. p. 68.

Don't let "float" sink these newspaper SAU's — Cooperation needed to see this innovation through transition period (AWSI). Sept. p. 80.

When Dow spoke up, attitudes rose 25% — Spot tv got the lion's share of the \$3 million budget but newsmagazines and local newspapers reinforced it. Oct. p. 68.

Sony Walkman off to running start — Initial advertising was in print (magazines and newspapers) and radio; word-of-mouth advertising added greatly to success. Oct. p. 70.

Newspapers' new mechanical advantages — New technologies will result in newspapers that are better for the reader, advertiser and stockholder (Walter Mattson). Nov. (A) p. 76.

Rent-a-car marketers step on the gas — How newspapers fit into their media planning. Nov. p. 72.

Dannon expands on the diet market — Diet magazines and participation-sports magazines are base of print effort,

supplemented by newspapers. Nov. p. 74.

Ads launching the new money game — Newspapers are a major force in the promotion of the new All-Savers certificates. Dec. p. 60.

"As they see it" columns on newspapers by:

Roger C. Bumstead — Triage — Where will the battle of New York newspapers lead? Jan. p. 90.

John Meskil — Now is the time for newspapers to react to cable competition. Feb. p. 90.

Joseph Greenberg — The new wave — Despite electronic media, there is great opportunity for newspapers (*Oakland Tribune/East Bay Today*). Mar. p. 100.

Jack Cohen — Newspapers — you're doing fine in 1981 — Newspapers have several new developments going for them. Apr. p. 86.

Madeline Nagel — Good news, bad news — Quickie survey reveals good and bad points about newspaper advertising. May p. 92.

Marcella Rosen — Rhetoric versus logic — Why newspapers will continue to be strong and healthy. June p. 84.

Sheldon Taule — Newspapers looked to for national advertising — Research is needed to show how national advertising is read in newspapers. July p. 180.

David Tracy — Newspapers; no value to national advertiser. Aug. p. 99.

Roger C. Bumstead — These times demand . . . the newspaper — Several reasons why advertisers should take a closer look at newspapers. Sept. p. 102.

John Meskil — Newspapers becoming more open to innovation. Oct. p. 94.

Ted Block — Newspapers need to be more competitive — Failures can't be easily avoided but to have a better chance, newspapers should begin to sell better. Nov. p. 94.

OUT OF HOME/OUTDOOR

Subject: Reach and frequency — Older media may have advantages that have been forgotten. (ATSI — Samuels) Jan. p. 101.

Plenty of info on 8-sheets — Jan. p. 161.

Bustop Shelters loses its New York court battle. Apr. p. 32.

Beeleboards to receive Constitutional protection. Apr. p. 142.

CBS Records in strong mall (shopping centers) ad program. Apr. p. 142.

Pete Riordan vs. James Claus — Riordan replies to attack on his Oct. 1980 column. Apr. p. 206.

Has supermarket tv passed the test?

First reports on On-Line Media's point of sale experiment are positive. June p. 62.

Coors battles the giants — Outdoor is their secondary medium, a non-standard approach for a brewer. June p. 64.

Sid Sax, easy Ryder — Ryder Truck rentals spends \$3 million of its \$8.4 million budget on Yellow Pages. July p. 40.

Eight experts who like 8-sheets — Low cost, tight targets and more audits are behind growth of medium. July p. 44.

Out, damn spot — Jeffrey Martin Inc.'s media strategy is to infiltrate every segment of the marketplace through a variety of media including outdoor advertising. Aug. p. 76.

The case for fluorescence — Comments of leading users. Sept. p. 130.

Billboard ban (Seattle) struck down but the future is unclear. Sept. p. 34; Retort Dec. p. 99.

Riding the boards gets a new meaning — Truck'n Displays provides poster boards on long-haul trucks. Sept. p. 50.

Innovations forecast for outdoor in 1982 — Panel organized by Hugh Brooks points to new educational projects, new research. Nov. (A) p. 92.

Outdoor victor in San Diego — Ruling by U.S. Supreme Court declares San Diego billboard ban unconstitutional. (Viewpoint — Brooks). Nov. p. 138.

"As they see it" columns on out-of-home by:

Robert Flood — How to buy sports without paying tv prices — Stadium advertising will get you tv exposure. Jan. p. 96.

Pete Riordan — What nobody knows about [outdoor] paint. Feb. p. 100.

Byron Chandler — Outdoor's hidden light — Improvements are being made. Mar. p. 104.

Richard Briggs — Computer mapping will pinpoint local buying opportunities. Apr. p. 88.

Robert Flood — Outdoor and the Hispanic market — Out-of-home media provides great opportunities. May p. 82.

Pete Riordan — Five misconceptions about out-of-home media. June p. 92.

Byron Chandler — More advertiser support needed for TAB [Traffic Audit Bureau]. July p. 187.

Richard Briggs — Outdoor visibility index should be revamped — Space Position Values (SPV) system should be revised to reflect current conditions. Aug. p. 101.

Robert Flood — Outdoor's new Trojan Horse — Several changes (the timing of the Buyer's Guide, computer availability of rates, etc.) will make outdoor buying easier. Sept. p. 98.

Pete Riordan — Judgment from Babel

— Review and commentary on Metromedia vs. San Diego case banning outdoor boards. Oct. p. 86.

Byron Chandler — Meeting on outdoor far from "the maddening crowd" — Report on the 3M/National's annual symposium. Nov. p. 102.

Richard Briggs — Outdoor should think bigger about its p.r. Dec. p. 76.

RADIO

Commercial shortwave radio's comeback — Jan. p. 52.

Agri-media is changing — Radio is beginning to react (ATSI — Dolinky). Jan. p. 98.

Subject: reach and frequency — How radio fits in (ATSI — Samuels.) Jan. p. 101.

Personality radio pays off for Chase Manhattan Bank. Mar. p. 190.

Radio: the hot medium lacks data to fire advertisers up (Mediology — Papazian). Apr. p. 82.

How a black radio station expands its audience. (WBLS-FM). Apr. p. 140.

The new networks add extra opportunity to reach the youth market (ATSI — Shiffman). Apr. p. 104.

Satellite gives big boost to network radio (Viewpoint — Trubia). Apr. p. 150.

Profusion of new networks is first sign of spring. May p. 18.

Creamer's media mix — How radio is used for Datsun and Sheraton Hotels. June p. 152.

Taking off with PEOPLEExpress — Regional airline is getting off the ground with a \$5 million dose of newspapers and radio. June p. 74.

Rich, but no easy mark — How new product categories are going after the free-spending college market. Aug. p. 66.

Out, damn spot — Jeffrey Martin Inc.'s media strategy is to infiltrate every segment of the marketplace using both broadcast and print media. Aug. p. 76.

Advocacy ads come to network radio — Mutual carries ads sponsored by the Natl. Republican Congressional Comm. Sept. p. 46.

Appearing tonight: the ad hoc network — Growing number of temporary satellite-fed single-program networks offer innovative options. Sept. p. 62.

STEERIKE — When the baseball strike hit last summer, most sponsors found other ways to spend money. Sept. p. 64.

When Dow spoke up, attitudes rose 25% — Radio's job was to get to the youth. Oct. p. 68.

Sony Walkman off to running start — Initial advertising included radio and print (magazines and newspapers). Oct. p. 70.

Airline ads stress price despite strike

— Spot radio is prime medium to woo passengers during controllers strike. Nov. p. 59.

Dannon expands on the diet market

— Radio commercials are created to counter the influence of the locally made competition. Nov. p. 74.

Using non-farm radio to reach the farm market — Farmers listen to radio at other times than traditional farm times. (ATSI — Dolinky). Nov. p. 86.

The revival of network radio — Satellite technology and renewed importance of programming are spearheading a rejuvenation of radio networks. Nov. p. 191.

Who controls the airwaves — FCC's proposal to repeal the Fairness Doctrine poses First Amendment questions about access to the airwaves. Dec. p. 53.

"As they see it" columns on radio by:

Sheldon Taule — Measuring sports audiences — It is a problem to accurately measure a sports audience. Jan. p. 90.

David Tracy — Herb Krugman may have the answer on how to judge radio. Feb. p. 86.

Roger C. Bumstead — Rx for radio — Some collected and original nostrums to improve radio's health. Mar. p. 96.

John Meskil — Radio in the era of cable tv: another challenge. Apr. p. 92.

Joseph Greenberg — The advocacy advertising circus — Radio has benefits over tv for advocacy advertising. May p. 84.

Laurel Baer — Language and thought — Radio salesmen should adopt the buyers point of view. June p. 92.

Madeline Nagel — As I hear it — People and their many moods in a day can find satisfaction in the many moods of radio. July p. 176.

Marcella Rosen — It's not like cable — Cable extends tv frequency; radio reaches new prospects. Aug. p. 99.

Sheldon Taule — One tough radio quiz — A test to match format to audience characteristics. Sept. p. 100.

David Tracy — National radio offers high value. Oct. p. 96.

Roger C. Bumstead — Network radio has what catv is supposed to have. Nov. p. 96.

John Meskil — "Hot" future of radio — A look at what lies ahead. Dec. p. 80.

RATES

Media costs:

Part 1 — Media costs will rise 9.3% in '82. Aug. p. 59

Part 2 — The track record, according to Joyce Romley, Ted Bates. Aug. p. 123.

Costs trends:
Monthly feature appears on page 12 of each issue.

RESEARCH

Four A's audience research guidelines. Jan. p. 17.

Nielsen selected as most able to conduct cable research. Jan. p. 18.

Follow that car — In Detroit license plate numbers are turning up some interesting research for retailers. Jan. p. 70.

Testing, testing, testing — Guide to 45 top test markets and how to use them to best advantage. Jan. p. 60.

Ad readership will hold its own in 1981 — Part 2 of report by Wesley Rosberg (Part 1, Dec. 1980, p. 72) More issues are scheduled for readership research this year than ever before. Jan. p. 76.

Measuring the sports audience — It is a problem to accurately measure the sports audience (ATSI — Taule). Jan. p. 90

Gnats and Dinosaurs — Something is greatly wrong with the way we buy tv (ATSI — Nagel). Jan. p. 96.

New proof of industrial ad values — Cahners study of industrial ad values offers new proof that advertising is directly tied to corporate profits. Feb. p. 64.

In defense of magazine simulations

—Rules for proper magazine audience simulations (Viewpoint — Smith). Feb. p. 111.

No difference for indies — The Assn. of Independent TV Stations' (INTV) new Burke audience study aims to put to rest some allegations that have hurt over the years. Mar. p. 78.

New Burke study: big plus for independents (tv). Mar. p. 90.

Measuring cable tv — 8 ways. Mar. p. 38.

Questioning [tv] diary data — A first-person experience (ATSI — Taule). Mar. p. 106.

Doane Media Measurement Study — In spite of flaws, a lot can be learned from it (ATSI — Harrison). Mar. p. 106.

Frank, Tim and Jay make it a free-for-all — Contenders rise for \$12 million syndicated research prize. Apr. p. 70.

To cut or not to cut? — In recession cutting ad budgets shouldn't even be a question (Rosberg). Apr. p. 74.

The Cape Town caper — How audience research is done in Africa (AWSI). Apr. p. 80.

Wants Nielsen flow & % program viewed — A reasoned plea for additional data from A. C. Nielsen — some old and some new (Viewpoint). Apr. p. 146.

Marketers target in on geo-demographics — Geo-demographic research is coming into its own as advertisers look for ways to cut waste. July p. 46.

Keep the magazine research mistakes out of cable (Viewpoint — Lehmkuhl). July p. 160.

How to keep an eye on eye movements — New device for testing the effectiveness of ads. Aug. p. 44.

Using PRIZM in the land of OZ — The PRIZM system leads to a more complete understanding of who our prospects are (ATSI — Baer). Aug. p. 98.

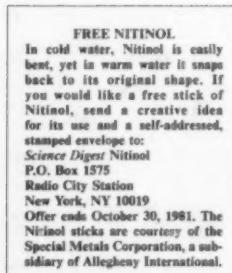
What's the truth? Report on the New Orleans Research Symposium on audience research reveals that is is a universal problem without an immediate solution. Sept. p. 70; Retort Nov. p. 220.

Why city-size Nielsen and SAMI data?

— Without it the black market gets shortchanged (Viewpoint — Finley). Oct. p. 150.

Shouldn't magazine readership be defined more realistically — A review of the audience measurement problems (ATSI — Papazian). Nov. p. 82.

No time for complacency — There is a need for new technology in media research — but we'll see no real breakthrough for 20 years. (Spiegel). Nov. p. 118.



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(This item appeared in the lower right hand corner of page 96 at the end of a Science Digest article on Nitinol. Nitinol is the exotic new miracle metal whose shape-memory allows it to expand and contract like a muscle, while releasing forces up to 55 tons per square inch.)



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No easy tests for commercial wearout

— There is still no simple answer. Dec. p. 64.

"As they see it" columns on research by:

Gabe Samuels — Subject: reach and frequency — Older media may have advantages that have been forgotten. Jan. p. 101.

Helen Johnston — What went right in 1980. Feb. p. 102.

Bernard Guggenheim — Plethora of programming — It's falling from the sky. Mar. p. 102.

Phil Shiffman — Two + two networks = better opportunities — New networks make for additional reach/potential. Apr. p. 104.

Larry Kelley — The larger issue: what will be measured — Lifestyle data must come to the forefront in research. May p. 93.

Helen Johnston — Magazine audience measurements — How acceptable validation may be achieved. June p. 98.

Bernard Guggenheim — Who said magazines aren't dynamic? — The existing syndicated audience research studies do not do justice to the many, new, small circulation books. July p. 185.

Phil Shiffman — Fundamentals don't ever change — Examples of basics that still hold true. Aug. p. 100.

Gabe Samuels — Voodoo Media — A collection of myths (herein debunked) behind which one can hide when planning and buying media. Sept. p. 90.

Larry Kelley — Problems with cable measures — It will be more complicated than previously anticipated. Oct. p. 108.

Bernard Guggenheim — Do birds of a feather flock together? Using PRIZM for magazine analysis penalizes selective magazines. Nov. p. 90.

Phil Shiffman — When does cable viewing cut network totals — A look at cable measurement techniques in relation to network viewing. Dec. p. 92.

SOCIAL VALUES

The new move to bridle television — Christian groups move to rid tv of sex and violence — Jan. p. 57. Update Oct. p. 56.

Moral Majority's plan to reform television. — Mar. p. 44.

Focus on the human side — Farm media are focusing on personal problems (ATSI — Fraser). May p. 95.

Morality and commitment. May p. 13.

Is sex just a family "affair"? Living

arrangements are changing. Oct. p. 59.

Areas of change in '82 — Decisions survey shows tv program areas that have a quality problem. Nov. (A) p. 102.

SUNDAY MAGAZINES

Testing, testing, testing — How to use Sunday magazines in a test situation. Jan. p. 60.

New heatset offset process has adherents among medium-circulation papers who plan to publish their own local magazines. Jan. p. 148.

Metro Life's seven day media blitz — Sunday magazines join network tv and cable in saturation effort to sell a new type of policy. May p. 72.

Lenox' spending spree in print — This all print chinaware advertiser is extending its budget by 40% in magazines and Sunday magazines. Aug. p. 74.

Florida paper upgrades Sunday magazine (Orlando Sentinel Star). Oct. p. 42.

TELEVISION

How are cable homes different from non-cable — Nielsen findings. Jan. p. 40.

Ethan Allen furniture distributes syndicated tv program on home decorating. Jan. p. 46.

Blue Nun finally kicks radio habit

Aerospace Corporation
American Express Company
American Telephone & Telegraph Company
Aramco Services
Atari Inc.
Benson & Hedges
Casio Inc.
Clarks of England
Cutty Sark
Datsun
Dewar's
Dodge
Ford Motor Company
Fuji Photo Film USA
Grand Marnier
Gulf Oil Corporation

Hughes Aircraft Company
International Business Machines Corporation
International Paper Company
J&B Scotch
JVC
Leitz, Inc.
Marlboro
Martell Cognac
Mattel Electronics
Minolta Corporation
Now Cigarettes
Ohio Scientific, Inc.
Old Grand Dad
Oldsmobile
Onkyo USA

Panasonic
Plymouth
Porsche-Audi
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(A partial listing of our advertisers)

—TV commercial depicts nun who really gets around. Jan. p. 46.

The new move to bridle tv — Christian groups intent on ridding tv of violence and sex are boycotting advertised products. Jan. p. 57.

Testing, testing, testing — How to use tv in a test situation. Jan. p. 60.

Feast for gourmet marketers — Magazines are most popular medium, but tv has its place. Jan. p. 62.

Negotiating network time — agency style — Network tv negotiating is one of the business world's most elaborate games. Feb. p. 59.

No difference for indies vs. affiliates, — Assn. of Independent Tv Stations' (INTV) new Burke/audience study aims to put to rest some age-old allegations. Mar. p. 78.

New Burke study: big plus for independents (Mediolog). Mar. p. 90.

Moral Majority's plan to reform television. Mar. p. 44.

Don't discount barroom viewers. Mar. p. 50.

Sears chases the wayward shopper — Corporate campaign's media mix to include more national media including magazines and network tv. Apr. p. 64.

Wants Nielsen flow and % program viewed — Plea for new audience measures that would be useful to planners. (Viewpoint — McSherry). Apr. p. 146.

Metro Life's seven day media blitz — Tv, supps and cable are base media. May p. 72.

Advertisers scoff at ABC's late night advocacy policy. June p. 59.

Has supermarket tv passed the test? — Final reports are positive for On-Line Media's experiment at checkout counters. June p. 62.

Word processing's fast track to growth — Growth is fueled by ad programs in all media including network tv. June p. 70.

Syndicators split over barter's impact on programming — Differences abound on use of barter and financing. June p. 76.

"...but we can't afford it!" — Small budget agri-advertisers can use tv if they are smart (ATSI — Gaylord). June p. 109.

Networks turn to old-timers — 1981-82 network offerings include old, successful shows (Viewpoint). June p. 116.

Creamer's media mix — Some examples of opportunistic tv buys. June p. 150.

Television is television is television — Message from the INTV/Burke study is both timely and clear. June p. 216.

Sid Sax, easy Ryder — Ryder Truck Rentals beams bulk of its ad budget toward tv reaching men primarily. July p. 40.

Television's big worry — Direct Broadcast Satellite (DBS) is feared by local broadcasters. July p. 42.

Tv stations must sell time in Federal elections. Aug. p. 36.

Rich, but no easy mark — How new product categories are going after the free-spending college market. Aug. p. 66.

Public tv's identity crisis — Federal withdrawal of support is forcing stations to look to ventures including ads. Aug. p. 68.

Why the networks will narrowcast — To compete effectively, the major networks must adjust their programming strategies. Aug. p. 72.

Out, damn spot! — Jeffrey Martin Inc.'s media strategy is to infiltrate every segment of the marketplace with all media including net and spot tv. Aug. p. 76.

Appearing tonight: the ad hoc network — The growing number of temporary, satellite-fed networks offer innovative options. Sept. p. 62.

STEERIKE — When the baseball strike hit, most sponsors found other ways to spend their money. Sept. p. 64.

DeLorean rolls out his hot new car — Introductory campaign starts this fall on network tv and in magazines. Sept. p. 72.

Reducing aids on a media binge — Fatter budgets in network tv and magazines show up this year. Sept. p. 76.

Why "indies" have hitched their wagon to programming — How independents fit into the overall broadcasting picture. Sept. p. 136.

Can Parker write-off the competition? — Two-million dollar campaign (spot tv and print) used by Parker in effort to regain number one spot. Oct. p. 74.

Viewing by non-tv owners: findings and implications — Some non-owners view more than owners (ATSI — Papazian). Oct. p. 82.

There's a satellite in your future — Bob Wold explains why satellites will be a key factor in radio and tv media plans in 1982. Nov. (A) p. 80.

Areas of change in '82 — What advertisers and agencies say about control of excesses in tv programming. Nov. (A) p. 100.

More networks news spells relief for agencies — Agency reaction to expanded news is favorable but some questions are being asked. Nov. p. 62.

Why RJR's in-house media move paid off — How R. J. Reynolds evaluates broadcast media for its chewing and pipe tobaccos. Nov. p. 134.

Walter Reichel [Ted Bates] vs. the tv networks — Recommendation to invest 5% of all package goods clients' budget in superstations. Nov. p. 68.

Crayola draws a new image — Media switched from print to network and spot tv to reach target audience of children and their parents. Nov. p. 70.

Rent-a-car marketers step on the gas — Media strategies employ all major

media with greatest emphasis on tv — spot vs. network is divided issue. Nov. p. 72.

The impact of pay cable on network delivery — The Ted Bates analysis of the effect of pay tv on national audiences (ATSI — Kaplan). Nov. p. 88.

More video surprises — A forecast of some tv developmental surprises beyond cable. Nov. p. 110.

Who controls the airwaves? — FCC's proposal to repeal the Fairness Doctrine poses First Amendment questions about access to the airwaves. Dec. p. 53.

Program stunting: now you see it, now you don't — Last minute changes are a headache for buyers, but also hold some advantages. Dec. p. 56.

One giant step for videotex — CBS's 1982 videotex experiment has broad ramifications for the new technology: AT&T is staking out its turf. Dec. p. 58.

Why Wang is sold on tv — Wang uses tv to build name recognition and to outsmart competitor IBM. Dec. p. 62.

The changing face of tv in the 1980's (AFSI — Papazian). Dec. p. 74.

"As they see it" columns on television by:

Madeline Nagel — Gnats and Dinosaurs
Something is greatly wrong with the way tv is bought. Jan. p. 96.

Marcella Rosen — Good news/bad news — Review of happenings, both good and bad, for network tv. Feb. p. 98.

Sheldon Taule — Questioning diary data — A first person story. Mar. p. 106.

Joe Sutton — Why are the networks afraid of cable? — Other media can be affected also. Apr. p. 102.

Roger C. Bumstead — Television's expanding outer limits — New way of looking at over-the-air tv audiences. May p. 86.

John Meskil — Strike hurt tv last year — May hurt more this fall. June p. 86.

Joseph Greenberg — The proverbial forbidden fruit — creativity — A step-by-step plan to bring the future closer to the present. July p. 170.

Laurel Baer — Using PRIZM in the land of Oz — The PRIZM system leads to your prospects. Aug. p. 98.

Madeline Nagel — Two for the price of one — Getting parents and children sold with one effort is difficult. Sept. p. 96.

Marcella Rosen — Under the microscope — Unlike magazines, television has been spared close scrutiny — but things will change. Oct. p. 106.

Sheldon Taule — PTAR repeal — A look at the pros and cons of the Prime Time Access Rule. Nov. p. 106.

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